

ROLE PERFORMANCE OF AGRO-SERVICE PROVIDERS AND BENEFICIARIES IN NAVSARI DISTRICT OF GUJARAT STATE

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ABSTRACT

This study was conducted in Navsari district of Gujarat state during 2008-09 to study the role performance of agro-service providers and beneficiary farmers in Navsari district of Gujarat state. The study sample composed of total 200 respondents and 100 agro-service providers for the present study. The study revealed that majority of the agro-service providers and beneficiaries performed their role moderately, while the pooled data also indicated the same result. In case of factors affecting to the majority of the agro-service providers and beneficiaries were perceived at moderate level. The overall data indicated that the majority of the agro-service providers and beneficiaries had experienced such factors at moderate level followed by experienced such factors at lower level.

INTRODUCTION

Agriculture is the backbone of Indian economy. It has a crucial role to play in the country's economic development. India is predominantly a rural economy with nearly 72.00 per cent of the population living in rural areas and where about 60 per cent of the workforce depends on agriculture. Being the largest component of India's economic life, agriculture is of outmost importance for the vast number of people. The place of agriculture in the Indian economy is such that India can as well be described as an agricultural country par excellence. Its people and their entire totality are so much bound up with the fortunes of agriculture that the pace of life and the pattern of activities do no more than mirror all that happens in this sector.

The private service providers play important role in several aspects of agricultural. In field level, when farmer feel any problem, they discuss with private service providers along with suggestion, which influence the farmers' decision making process. However, the extension personnel at different levels are helping the farmers but his unavailability in their jurisdiction nearby and so easily often compel the farmers to consult with private service providers because they are situated available. T_i means the private service providers

having no direct contribution but indirectly they are playing a major role in rural areas. In India more than 70 per cent of the operational holdings are small and marginal. Moreover, 70 per cent of the net sown area in India is rain fed, subject to external vagaries, where the farmers are mostly resource poor and the institution and infrastructural support are very weak. (Sulaiman and Gadewar, 1994) government should encourage the agricultural foundation, non-government organization and private agribusiness firms to extend their service in remote area where public service are not enough and not doing well(Pandya 1998).

Keeping in view of this importance, the present study was undertaken with following specific objectives:

1. To measure the role performance of agro-service providers and beneficiaries.
2. To assess the factor affecting to the agro-service providers and beneficiaries.

RESEARCH METHODOLOGY

The present investigation was purposely conducted in all five talukas viz; Chikhli, Gandevi, Jalalpore, Navsari and Vansda of Navsari district. An ex-post facto research design was adopted to conduct the study. A proportionate random

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sampling method was used to obtain the ASPs from respective talukas. As a result, 32 of Chikhli from 151, 10 of Gandevi from 47, 8 of Jalalpore from 42, 32 of Navsari from 151 and 18 of Vansda from 83 ASPs were obtained. In all, 100 ASPs were obtained for the present study. According to the proportionate numbers of each taluka, a simple random sampling method was used to get the name of ASPs. These were approached personally and name of five villages as well as farmers who came to purchase critical inputs for their agriculture during last six months. Once again, the list of suggested villages and farmers was prepared and from it one village and two farmers selected randomly. Thus, the sample for the study composed of total 200 beneficiary

respondents. Eighteen independent and three dependent variables were identified for the study. The collected data were analyzed by using appropriate methods of analysis viz., percentage, mean, standard deviation, and correlation coefficient(r).

RESULTS AND DISCUSSION

1. Role performance of agro-service providers and beneficiaries

It is observed from table 1 that the majority of the agro-service providers (53.00 per cent) and beneficiaries (59.00 per cent) had moderately performed their role.

Table 1. Distribution of the agro-service providers and beneficiaries according to their role performance

(n=100/200)

Level of role performance	ASPs		BRs		Pooled	
	f	%	f	%	f	%
Poor role performance	19	19.00	31	15.50	50	16.66
Moderate role performance	53	53.00	118	59.00	171	57.00
Higher role performance	28	28.00	51	25.50	79	26.33
Total	100	100.00	200	100.00	300	100.00

The pooled data indicated that the majority of the respondents (57.00 per cent) had performed their role moderately followed by, 26.33 per cent performed their role with higher level. The probable reason for this finding might be due to their different mode of interest.

2. Factor affecting to the agro-service providers and beneficiaries

Table 2 clearly indicated that the majority of the (58.00 per cent) agro-service providers and beneficiaries (61.50 per cent) had perceived such factors at moderate level.

Table 2. Distribution of the agro-service providers and beneficiaries according to their factor affecting

(n=100/200)

Level of factor affecting	ASPs		BRs		Pooled	
	f	%	f	%	f	%
Factor affecting at lower level	28	28.00	45	22.50	73	26.66
Factor affecting at moderate level	58	58.00	123	61.50	181	56.34
Factor affecting at higher level	14	14.00	32	16.00	46	17.00
Total	100	100.00	200	100.00	300	100.00

The overall data indicated that the majority (56.34 per cent) of the agro-service providers and beneficiaries had experienced such factors at moderate level followed by, 26.66 per cent of them had experienced such factors at lower level.

This might be due way of living style, mode of approach to the enterprise and demand and supply.

CONCLUSION

On the basis of the result obtained in present study it can be concluded that majority of the agro-service providers and beneficiaries had moderately performed their role and the majority of the agro-service providers and beneficiaries had perceived factors affected them at moderate level.

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